



Facilitator Certification Process

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A step-by-step overview describing the whats, whys & hows
of the process Kaset follows to certify facilitators

K A S E T I N T E R N A T I O N A L

A Kaset trainer will conduct your Facilitator Certification session according to a schedule similar to the following:

PHASE I

Preliminaries

- introductions
- expectations of the training
- discussion of how program fits into organization's overall objectives and goals

The Program

You will go through the program as a participant, with the Kaset trainer facilitating. The trainer will follow the program facilitator guide, including all exercises, skill practices and videos. This is called the "modeling" phase, because it allows an opportunity for facilitator candidates to watch an experienced Kaset trainer "in action."

You also will receive information about training techniques and program concepts so you will be prepared to discuss them later.

PHASE II

Certification Readiness

This is the "heart" of the certification process. Your Kaset trainer will follow a flexible agenda to meet your specific needs as you prepare to practice facilitating portions of the program.

This phase covers a variety of professional development topics, including adult learning theory and concepts, tips and techniques, and specific instructions for using the facilitator guide.

In addition, you will:

- learn more about how the program fits into your organization's overall improvement efforts and how to tailor the program for each unit's needs.
- receive your facilitator kit
- review the Information and Administrative sections of the guide, and learn how to follow module outlines and tie concepts together
- learn helpful hints for using adult learning tools and facilitator techniques, such as enhancing charts, handling resistance and using energizers

- facilitate a discussion on key learning points and their applicability to the work environment
- review with your trainer the competencies checklist he or she will use during the practice sessions to indicate your readiness to be certified in the program

PHASE III

Practice Sessions

During this phase, you will be asked to present one or two modules of the program to the rest of the group. The following general criteria help the facilitator determine your readiness for certification:

- effective modeling of program skills and techniques
- acceptance of and response to participants' viewpoints, questions, opinions and resistance
- use of personal examples to demonstrate program concepts and skills
- positively guides and encourages participants through the program
- effective use of the program facilitator guide

More specifically, we look for the following:

1. Maintains energy during presentation:

- maintains eye contact with all participants
- projects voice; speaks clearly
- varies voice tone, volume and tempo
- smiles
- uses open, inviting hand gestures
- sits while facilitating
- varies movement

2. Maintains rapport with group:

- refers to each participant by name
- models appropriate caring responses/defusing skills
- models words to use

- responds to nonverbal cues from group
- uses appropriate energizers to stimulate interest and learning

3. Facilitates program content:

- facilitates information from the productive sides of the six parts of behavior rather than the nonproductive sides

Readings/Exercises/Videos

- introduces text/exercise/video and its purpose
- gives clear instructions
- asks open-ended questions to help participants discover information or key points
- clarifies learning points
- wraps up and leads to next activity

Discussions

- uses stories, anecdotes and metaphors to stimulate recall of information
- demonstrates ability to introduce, clarify and link course concepts
- uses words and terminology understandable to audience
- models acceptance of different viewpoints
- accommodates and leads off-track conversations back to focus
- provides positive feedback to individuals
- links participants' comments to course concepts
- handles interruptions/disruptions

4. Helps participants see relevance of training to their jobs:

- uses examples and workplace illustrations
- references participants' experiences and comments
- references program's value to the organization (when appropriate)

5. Uses materials effectively:

- prepares and organizes materials

Facilitator Guide

- follows facilitator guide in a way that provides clarity and insight to key points, concepts and skills
- looks up when reading from guide
- appears familiar with flow of course content

Charts

- writes clearly and legibly
- uses color effectively to stimulate interest
- reinforces learning by listing, posting and referring to key concepts
- lists participants' comments verbatim and asks permission to paraphrase

Video

- sets up and troubleshoots equipment in advance
- ensures media is seen and heard by all

Coaching

After your practice sessions, you will have an opportunity to tell the group what you think went well, what you liked, and what you would do differently next time. Members of the group then offer affirming and constructive feedback.

The Kaset trainer gives his or her comments in private, using the competencies checklist to provide detailed written feedback describing behaviors and communicating suggestions or comments. You will receive a signed copy of the checklist and comments.

Certification Time

After successfully completing the practice sessions, you will be certified as one of the following:

- An independent *certified facilitator*, possessing the skills and understanding necessary to facilitate the Kaset program in a professional and highly competent manner within your organization.
- A *co-certified facilitator*, needing some level of further skill development and coaching in

either facilitation skills, understanding of course concepts or both before being certified to present the program independently. You may facilitate the program only when a Kaset-certified independent facilitator is present.

Co-certified facilitators work with a Kaset-certified independent facilitator from their own company (or a Kaset trainer, if no one else in the company has been certified) until the necessary criteria for full certification are met. In many organizations, Kaset-certified facilitators have found co-facilitating to be a valuable and positive technique for presenting Kaset programs, regardless of independent or co-certified facilitator status.

Kaset also provides additional co-certified facilitator training in Tampa at no charge other than your personal expenses. We do, however, reserve the right in rare instances not to certify a candidate who is extremely lacking in either facilitation skills or understanding of the course concepts or who in any way might not represent the high quality of the program.

Closure and Celebration

After all practice sessions are completed, the Kaset trainer will lead a debrief and discussion to answer questions and address any other outstanding issues. You also will be asked to fill out an evaluation about your experience during the process and the effectiveness of the Kaset trainer. Then the entire group will celebrate!

Next Steps: After Certification

New facilitators are more comfortable—and more effective—when they have time to prepare before facilitating their first program. Experience tells us you will need one to two hours of preparation for each hour of actual facilitation.

For optimal performance and your own comfort level, we strongly recommend preparing with other facilitators in your organization, when possible.

It also is a good idea to schedule your first facilitation of the program within a reasonable amount of time, while your new skills are still fresh.

ONGOING SUPPORT

Follow-up consultation

Kaset offers phone consultation, which can be valuable when preparing for your first facilitation or when preparing for challenging groups of participants. Call our Tampa headquarters at 800-735-2738 and talk with your Account Services Associate, who will either address your concerns or connect you with a trainer who can.

Newsletter

Every Kaset-certified facilitator receives *in-touch*, a quarterly newsletter that offers customer success stories, training tips, and industry-specific trends and how-to's.

Connections Workshops

Kaset-certified facilitators are invited to regional workshops to enhance their professional development and share strategies for maximizing the impact of Kaset's customer relations training programs. Participants discuss training delivery issues, share successful implementation stories and refresh their facilitator skills.

Internal Support

We encourage you to hold periodic "what's working" sessions with other facilitators in your organization. It's also useful to observe and/or coach each other to enrich your skills and knowledge.

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